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WORLD PREMIERE :  
**“THE INTERNET OF S\*\*T SONG” MAKES  
FUN OF CONNECTED GADGETS.**

Do you get all tangled up in technology? You are not alone. A majority of those surveyed say that technology frustrates them. At the same time, we're surrounding ourselves with ever more connected products. Semcon is now launching its unique and slightly bizarre music video entitled [“The Internet of S\\*\\*t Song”](#). This film makes fun of the hype surrounding IoT and the lack of focus on users. Naive puppet Alex stars.

“Connected technology offers phenomenal potential, but unfortunately companies are currently investing vast amounts of money on solutions that miss their targets and above all fail to meet users' needs. In our video, we take a light-hearted look at what could happen with all our smart gadgets if we don't watch out,” says Markus Granlund, president and CEO of Semcon.

**A self-obsessed but kind-hearted puppet**

This video, produced with the help of Forsman & Bodenfors, is set in the not-too-distant future. Alex, the star, gets himself into a real muddle with both gadgets and people as he moves through town singing the “The Internet of S\*\*t Song” based on the classic spiritual “Dem Bones” [all about how our skeletons are connected]. Alex is a puppet [!], and his strings are a metaphor for both connections and for how easy it is to get into a flap with technology unless the solution is based on users.

“When we began working on the campaign, we realised early on just how many crazy connected products there are. Semcon's position as a technology company focusing on users gave us a great starting point for poking fun at all the hype surrounding IoT. This creative work then culminated in the rather self-obsessed but kind-hearted puppet Alex,” says Per Nilsson, head of communications and marketing at Semcon.

Semcon is an international technology company that develops products based on human needs and behaviours. We strengthen our customers' competitiveness by always starting from the end user, because the person who knows most about the user's needs creates the best products and the clearest benefits to humans. Semcon collaborates mainly with companies in the automotive, industry, energy and life science sectors. With more than 2,000 specialised employees, Semcon has the ability to take care of the entire product development cycle, from strategy and technology development to design and product information. Semcon was founded in Sweden in 1980 and has offices in over 30 locations in eight different countries. In 2016, the Group reported annual sales of SEK 1.8 billion. Read more on [www.semcon.com](http://www.semcon.com)

### **Miniature sets made of paper**

The music video was recorded in South Africa in partnership with world-leading manufacturers of puppets and miniature worlds, with puppeteer Hansie Visagie at the controls. The various sets – everything from escalators to the petals on the flowers – are made entirely of paper. At the same time, the puppets have been 3D printed using the latest technology and contain tiny motors that make the cute little cat open its mouth and Alex raise his eyebrows deliberately.

“This has been a fantastic project to work on and I was able to witness some outstanding craftsmanship. A vast amount of detail has gone into all this. This made the video very complex to record, but it’s also unique – and it’s really good fun to watch. I think everyone can identify with Alex to a certain extent, although personally I would have been even more frustrated!” says director Daniel Warwick, who’s previously made a number of award-winning commercials.

### **Helpline for people frustrated by technology**

Daniel is not alone. According to a new survey [carried out by Inizio/Semcon], no fewer than 60 per cent of respondents say that technology frustrates them. Technology is also the most frustrating element in our day-to-day lives, ahead of issues such as traffic jams and noisy neighbours. This is why Semcon is launching a helpline [+46 10 178 22 10] that anyone can call to chat with the company’s usability experts – or simply let off steam as a result of their frustration with technology.

### **Links**

[Music video: “The Internet of S\\*\\*t Song”](#)

[Behind the scenes, with interviews](#)

[The song on Spotify](#)

[Smart products according to Semcon](#)

[Complete press folder with stills, survey, etc.](#)

Helpline for people frustrated with technology +46 [0]10 178 22 10

**Connected products: the facts**

The pace of development of the Internet of Things is expected to increase sharply for the next few years. 30 billion connected products and investments totalling USD 1.29 trillion are mentioned in forecasts for 2020. At the same time, surveys show many consumers are dubious about what they'll use this technology for. At Semcon, product development is always based on end-users' needs and behaviours, and this is crucial if we're to truly add value to smart technology. Find out more at [semcon.com/smart](http://semcon.com/smart)

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**Credits**

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Account director: Susanna Glenndahl Thorslund

Account manager: Helen Johansson

Planner: Klara Knape

PR strategist: Bjarne Darwall

Music supervisor: Jenny Ring

Director: Daniel Warwick

Producer: Rickard Edholm

Production: Camp David

Media/PR agency: Matter